

## Privacy Policy : Lexcura (Pty) Ltd

**Effective Date:** April 2025

**Last Updated:** April 2025

At **Lexcura (Pty) Ltd**, your privacy is important to us. This Privacy Policy outlines how we collect, use, store, and protect your personal information in accordance with the **Protection of Personal Information Act (POPIA)** and other applicable South African privacy laws.

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### 1. Who We Are

Lexcura is a private company providing professional services to medical practices and individual clients, including healthcare administrative support, medical aid claim management, compliance services, and ElderCare solutions.

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### 2. What Information We Collect

We collect the following personal information as necessary:

#### For Medical Practices and Clients:

- Name, practice name, and contact details
- Medical practice information (billing systems, claim data, compliance status)
- Staff names and contact information
- Patient-related information (with consent and only as necessary for service delivery)

#### For ElderCare and Admin Assist Clients:

- Name, address, and emergency contact details
- Medical aid and GAP cover information
- Appointment schedules and transport needs
- Home and safety requirements

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### 3. How We Use Your Information

We use the information collected to:

- Deliver contracted services (billing, claims, admin, ElderCare, Admin Assist support)
- Communicate with you regarding services or appointments
- Ensure compliance with POPIA, HPCSA, and medical regulations
- Improve our services and customer support
- Invoice and process payments
- Vet service providers or staff for placement (e.g., theatre assistants)

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### 4. How We Store & Protect Your Information

We store your data securely using password-protected systems and cloud-based tools with industry-standard encryption. All Lexcura personnel and contractors are trained on confidentiality and data protection procedures.

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### 5. Sharing of Personal Information

We will **never sell** your information. We only share your data when:

- Required to fulfil our service agreement (e.g., submitting claims to medical aids)
- Required by law or regulatory bodies
- With your written consent

Where third-party providers are used (e.g., for transport or home maintenance), we ensure their compliance with privacy standards.

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### 6. Your Rights Under POPIA

You have the right to:

- Access and correct your personal information



- Request deletion of data where legally permissible
- Withdraw consent at any time (which may affect service delivery)
- Lodge a complaint with the **Information Regulator**

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## 7. Retention of Information

We retain information only for as long as necessary to fulfil legal, regulatory, and contractual obligations. Records may be archived for up to 5 years unless longer retention is required.

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## 8. Cookies and Website Analytics

Our website may use cookies and analytics tools to enhance your browsing experience. No personal information is collected without your consent.

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## 9. Contact Us

For any privacy-related concerns, please contact:

**Email:** [info@lexcura.co.za](mailto:info@lexcura.co.za)

**Phone:** 076 412 4569